

Sustainable Innovation & Inclusive Prosperity: Porto Alegre Sustainable Innovation Zone (ZISPOA)

Operationalizing Sustainable Development: Local Strategies

Panel III: Urbanization

The National Academies of Sciences, Engineering, and Medicine (NASEM)

April 21, 2022

**Dr. Marc A. Weiss,
Chairman and CEO
Global Urban Development (GUD)**



ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE



Global Urban
Development

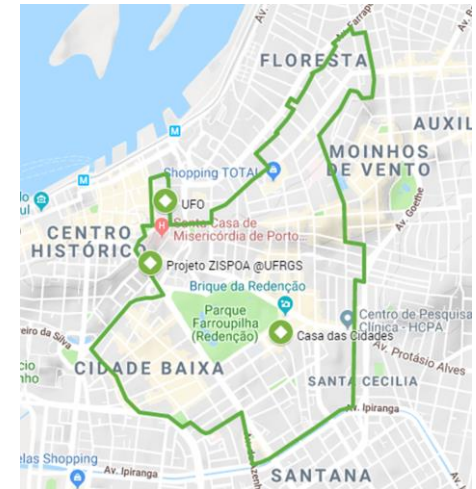
Porto Alegre Sustainable Innovation Zone (ZISPOA)



Rio Grande do Sul Leapfrog Economic Strategy:
Most Sustainable and Innovative Place in Latin America by 2030

Sustainable Innovation Zones Combine 6 Key Elements:

- Innovation and Technology
- Entrepreneurship and Startups
- Sustainability and Resource Efficiency
- Creativity and Collaboration
- Participatory Community Management
- Business-Friendly Environment



Map of ZISPOA



Solar Electric Car Charging Station



Solar "Tree"



WHO WE ARE

PUBLICATIONS

GUD MAGAZINE

GUD HISTORY & EVENTS

ENERGY & CLIMATE
PARTNERSHIP OF THE
AMERICAS

FACING THE
ENVIRONMENTAL
CHALLENGE

ANALYZING GLOBAL URBAN
DEVELOPMENT

ENVISIONING SUSTAINABLE
FUTURES



GLOBAL URBAN DEVELOPMENT



METROPOLITAN ECONOMIC
STRATEGY: ADVANCING
INNOVATION AND
PROSPERITY

GENERATING SUSTAINABLE
ECONOMIC DEVELOPMENT

INCLUSIVE ECONOMIC
DEVELOPMENT: TREATING
PEOPLE AND COMMUNITIES
AS ASSETS

IMPROVING GLOBAL
HEALTH

BUILDING GENDER
EQUALITY

CELEBRATING OUR URBAN
HERITAGE

What is our fundamental challenge for global
urban development in the 21st century?

Can we possibly succeed in enabling
every community to peacefully grow
and thrive?

Why can't we all just get along?

Barcelona • Beijing • Belo Horizonte • Curitiba • Hong Kong • Istanbul • London • Porto Alegre •
Prague • Rehoboth • San Francisco Bay Area • Singapore • Sydney • Toronto • Washington, DC

PLEASE SEE OUR NEW SITE: WWW.GLOBALURBAN.NET

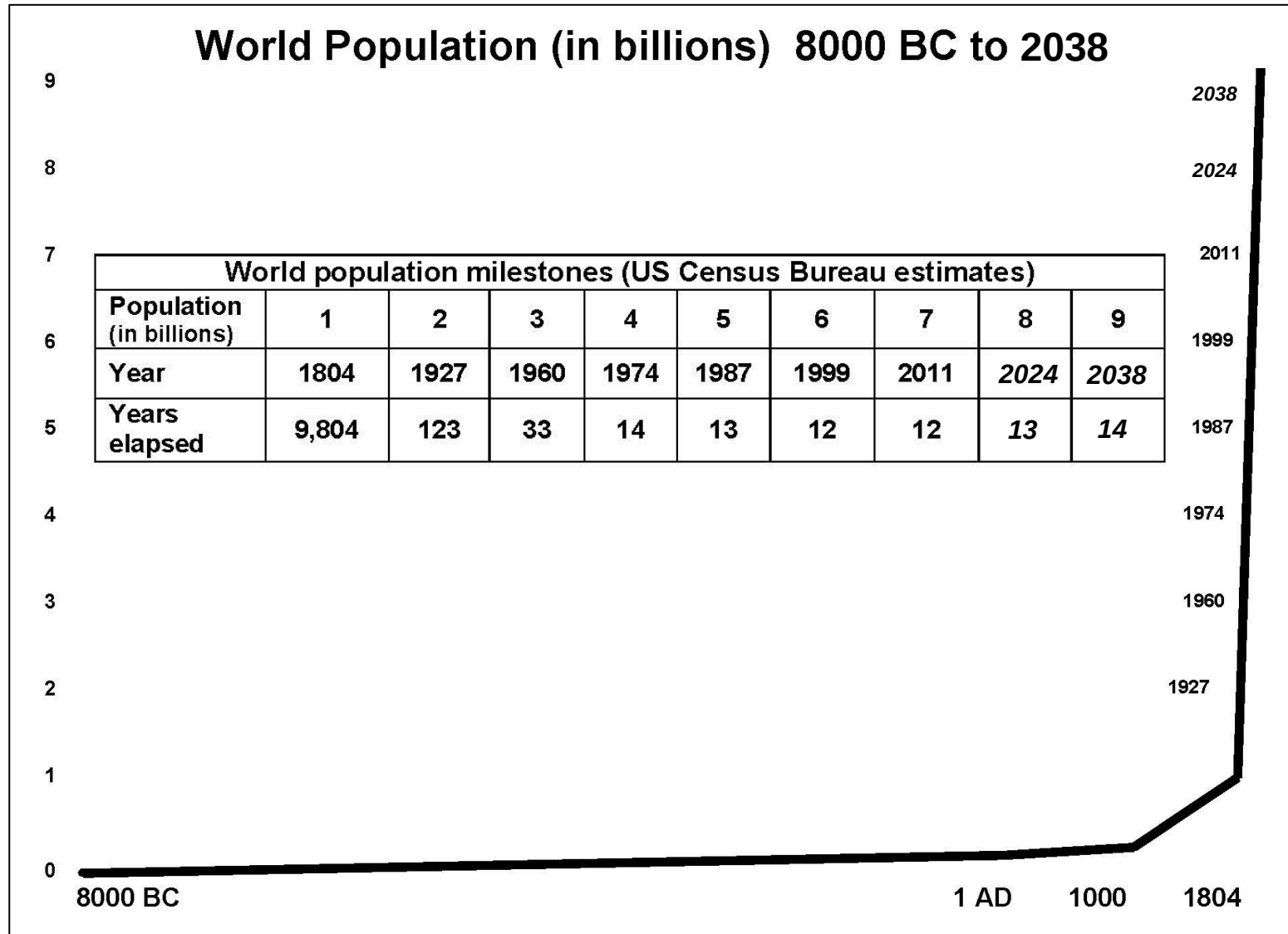
NEWS AND EVENTS

GUD LEAPFROG ECONOMIC STRATEGY REPORT: BRAZIL'S STATE OF RIO GRANDE DO SUL BECOM



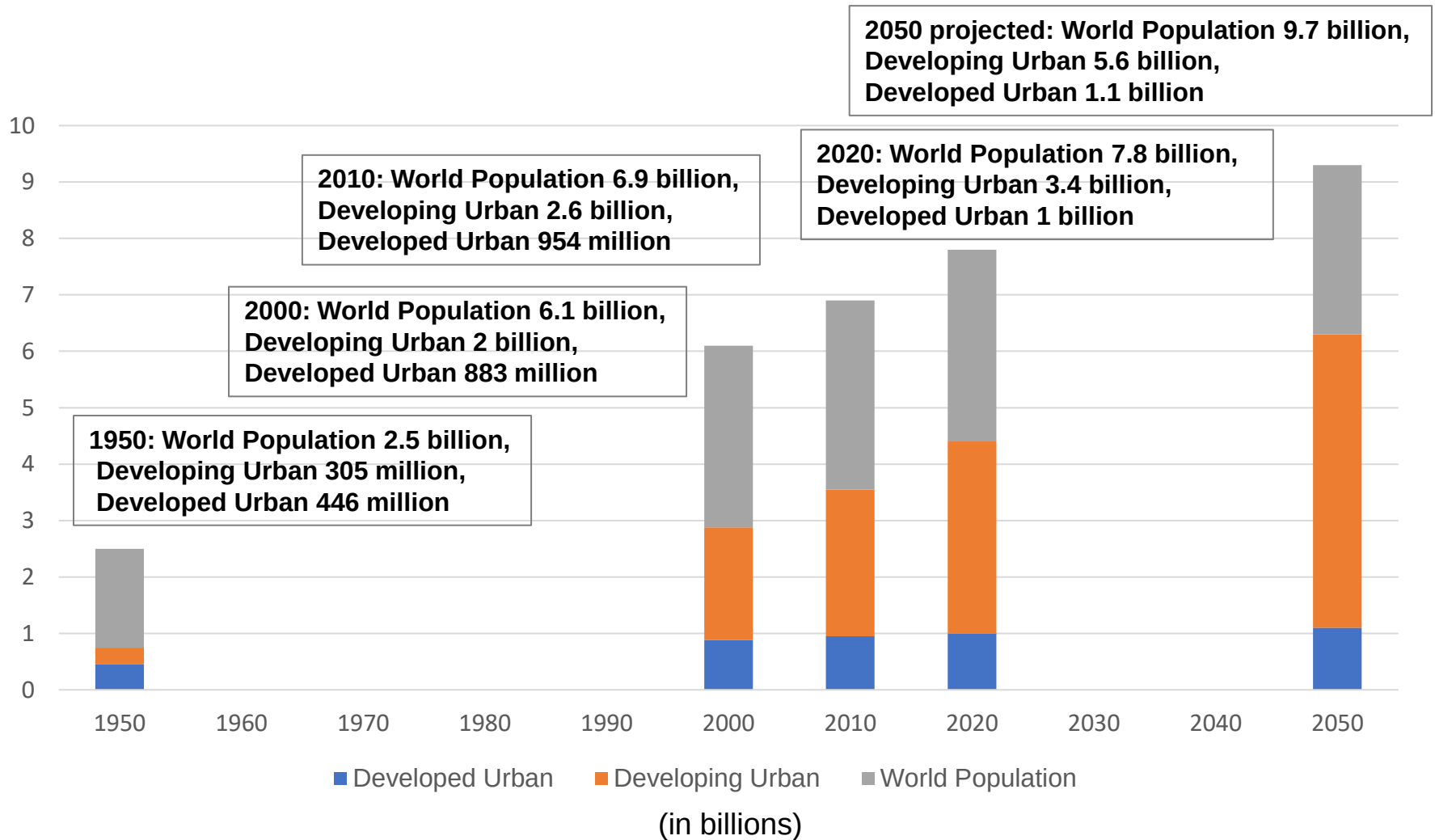


**Coalition for Sustainable Urbanization, 5-Day Local Government Session
2002 UN World Summit on Sustainable Development, Johannesburg, South Africa**



TOTAL WORLD POPULATION AND URBAN POPULATION, 1950-2050 (projected)

(Source: UN population data and projections)





MARC A. WEISS

Metropolitan Economic Strategy: The Key to Prosperity

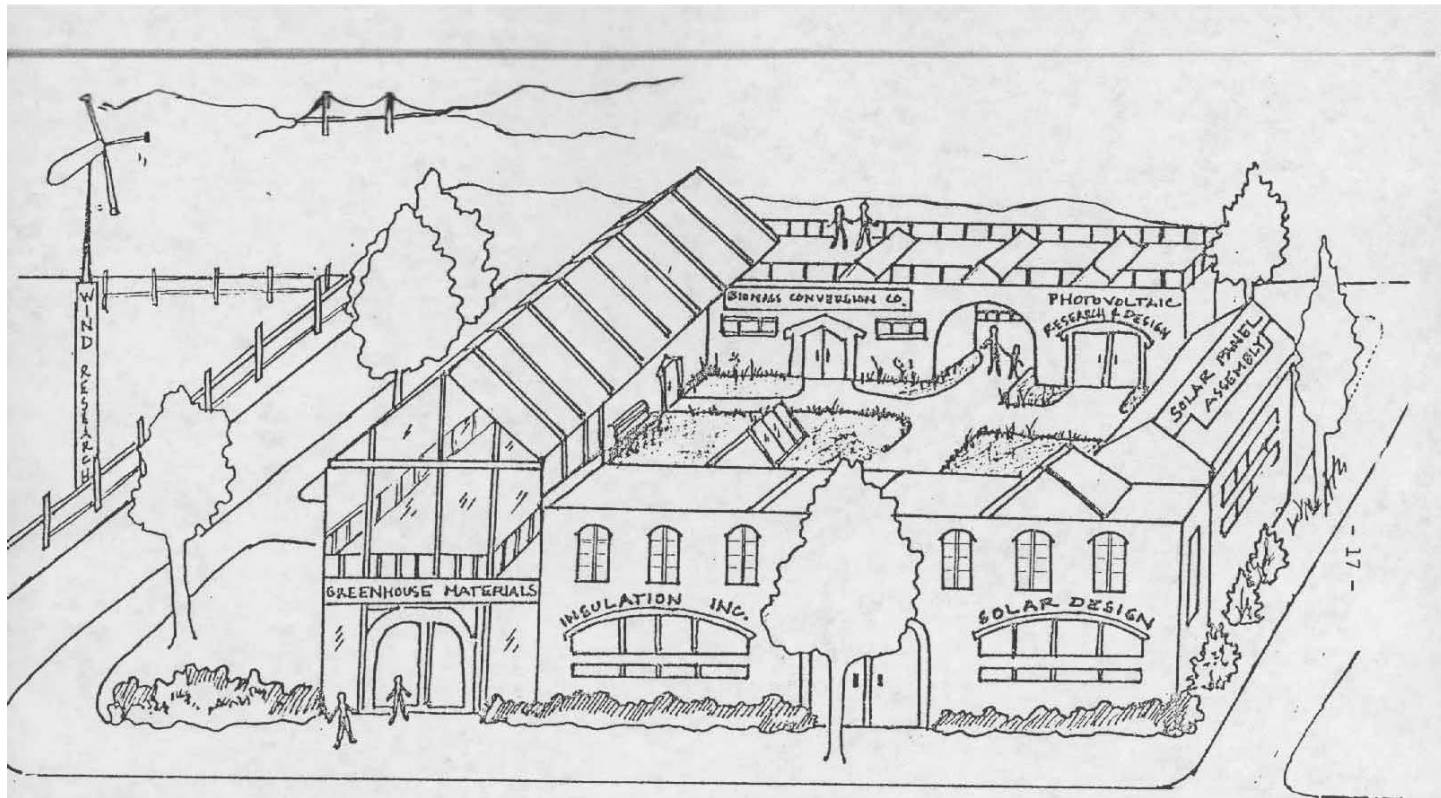
Metropolitan Economic Strategy is now essential for every nation and urban region to generate sustainable prosperity and quality of life.

Peter Hall and the Western Urban and Regional Collective at the University of California, Berkeley

MARC A. WEISS and ERICA SCHOENBERGER

Peter Hall spent the years 1980 to 1992 on the faculty of the University of California at Berkeley. He arrived at a moment when a group of progressive young faculty and graduate students were collaborating on the development of new ways of analyzing and planning urban and regional development. Peter was a trusted friend and mentor to this group. This paper describes the work of what we called the Western Urban Regional Collective and links it to Peter's intellectual evolution. We focus on four key pillars: urban/regional development, inclusiveness, sustainability and innovation. After Peter returned to London in 1992, he remained closely involved with these themes and many of the same people. He co-founded Global Urban Development (GUD) in 2001 as an international non-profit research and policy organization that adopted these four pillars as its core mission. GUD's strategic policy and action framework – Metropolitan Economic Strategy, Sustainable Innovation, and Inclusive Prosperity – is based on ideas originally developed at Berkeley in the 1970s and 1980s. We describe the activities of GUD to bring this aspect of Peter's work to a broader audience.

Sustainable Innovation and Inclusive Prosperity: Economic Development Strategy for Berkeley, California, 1979-84



POTENTIAL USERS:

Research and Development
Energy Auditor Services
Weatherization (Sales and Installation)
Renewable Energy Systems (Sales and Installation)
Educational Center (General Education and Vocational Training)
Architectural/Engineering Design and Consulting Firms
Manufacturing (Solar Panels, Wind Systems, Measuring Devices,
Prefabricated Greenhouses, Regulating Systems)

Figure 1:

BERKELEY'S ALTERNATIVE ENERGY
INDUSTRIAL PARK

Note: This is a conceptual
illustration. It is
not site specific.

Illustration: Amy Skewes-Cox

THE
ECONOMIC RESURGENCE OF
WASHINGTON, DC

*Citizens Plan for Prosperity
in the 21st Century*

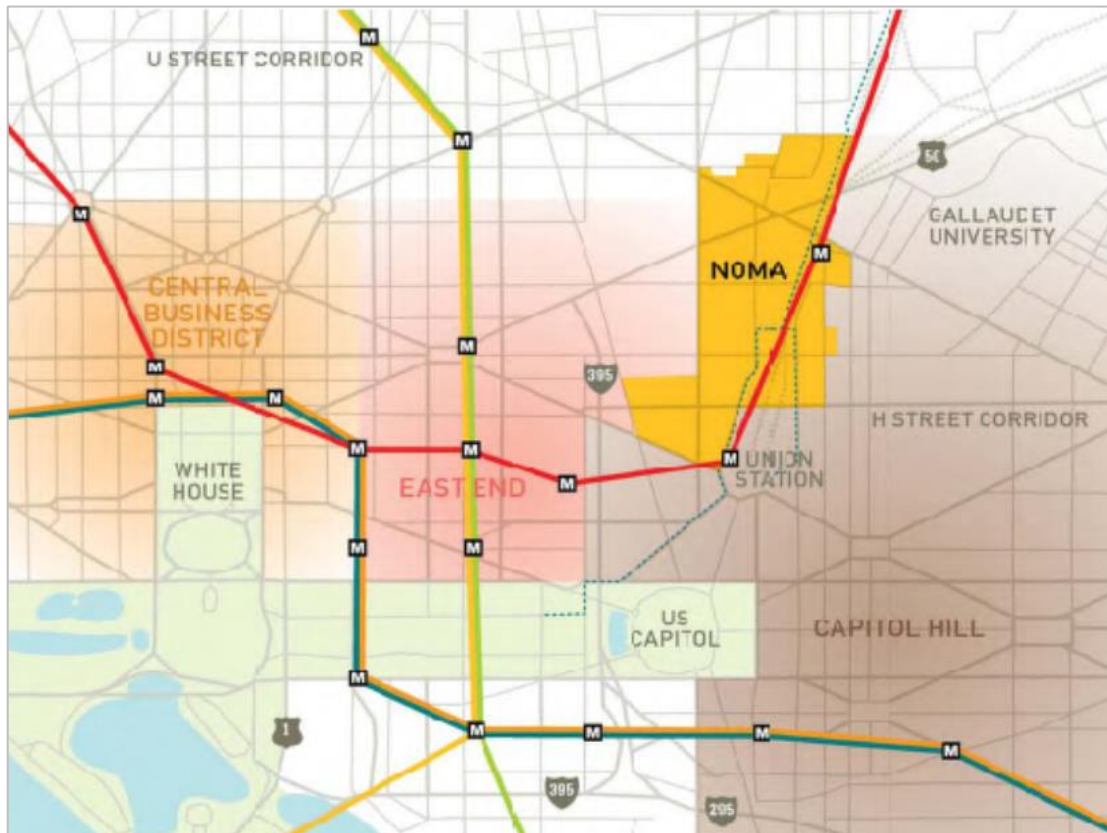
*By the People,
For the People*

The Strategic Economic Development Plan for Washington, DC,
and The Economic Summit are co-sponsored by
the District of Columbia Government, the Financial Responsibility and Management Assistance Authority,
the United States Department of Commerce Economic Development Administration,
the Local Initiatives Support Corporation, Fannie Mae, and the World Bank.

Coordinators: Richard Monteilh and Dr. Marc Weiss
District of Columbia Department of Housing and Community Development

NOVEMBER 1998

NoMa Metro Station



**Financing NoMa Metro Station and Metropolitan Branch Trail (hiking and biking):
Private Sector \$35 million, DC Government \$44 million,
US Government \$31 million**

NoMa's New Fundamental Assets

Sustainable Innovation & Inclusive Prosperity

- Compact
- High-Density
- Resource-Efficient
- Transit-Oriented
- Mixed-Use
- Walkable
- Bicycle-Friendly
- Recycling Programs
- 31 Green/LEED Buildings
- Renovated Historic Buildings
- Broadband Infrastructure
- Parks and Farmers Market
- Metropolitan Branch Trail
- Smart Growth
- New Urbanism
- Livable Community



Abandoned buildings and vacant land in NoMa, 1997



New and renovated commercial and residential buildings in NoMa, 2011



Sustainable Innovation and Inclusive Prosperity

Sustainable Innovation Economic Development Strategies generate substantial economic and employment growth and sustainable business and community development by demonstrating that innovation, efficiency, and conservation in the use and reuse of all natural and human resources is the best way to increase jobs, incomes, productivity, and competitiveness.

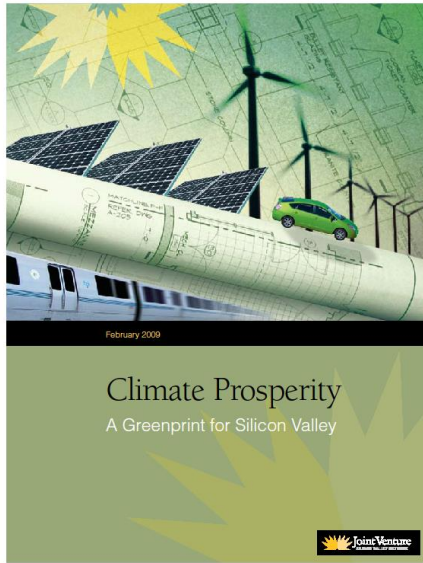
In addition, Sustainable Innovation Economic Development Strategies are the most cost-effective method of promoting renewable energy and clean technologies, protecting the environment, and preventing harmful impacts from climate change.



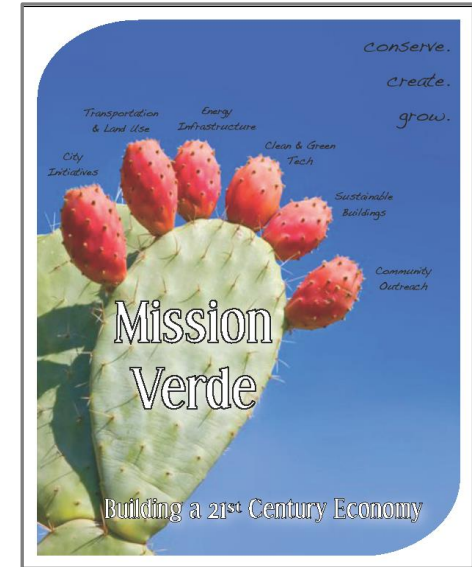
The Four Greens

- **Green Savings** — cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste
- **Green Opportunities** — growing jobs and incomes through business development and expanding markets for resource efficiency, sustainability, and clean technologies
- **Green Talent** — investing in fundamental assets such as education, research, technological innovation, and modern entrepreneurial and workforce skills, because people are now the world's most vital green economic resource
- **Green Places** — establishing sustainable transportation and infrastructure, and protecting and enhancing the natural and built environment, to create more attractive, livable, healthy, vibrant, prosperous, productive, and resource-efficient areas and communities.

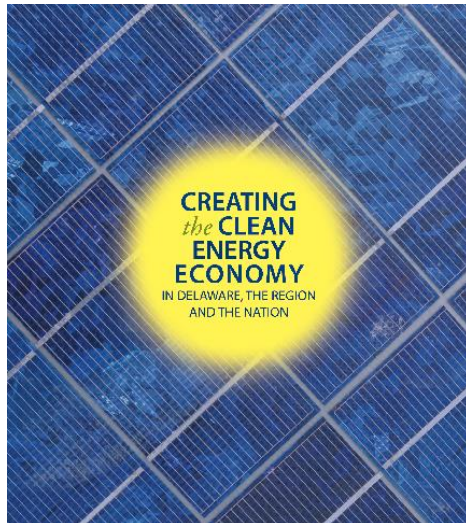
Sustainable Economic Development Strategies, 2007-2011



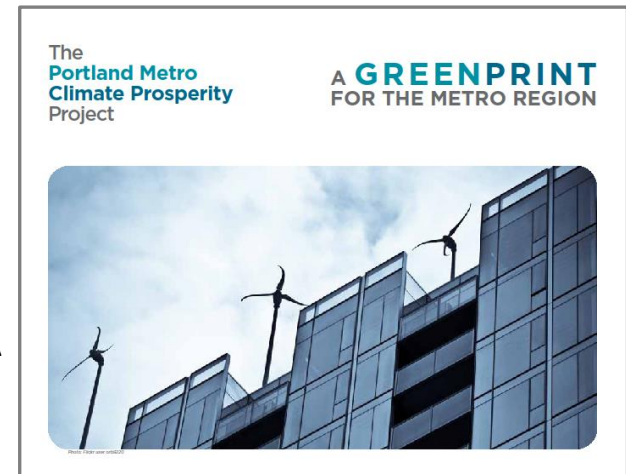
San Jose/Silicon Valley, CA



San Antonio, TX



State of Delaware



Metropolitan Portland,
OR/WA

Sustainable Economic Development Strategy Sarasota County, Florida, 2010-2011

Context

- Historical reliance on tourism & construction
- New to diversified economic development
- Historic perception of an unfriendly business climate
- Need for political consensus
- Some good recent progress with EDC plan and incentives

Mission

To create jobs by positioning Sarasota County as a location of choice for Clean Tech and Green Businesses and Eco-Smart Real Estate Development.

Vision

The Sarasota County region is recognized as a premier location for starting and growing Clean Tech and Green Businesses and Eco-Smart Real Estate Developments, especially for second-career entrepreneurs and developers.

Strategic Assumptions

- There is an authentic sustainability branding opportunity
- It is about attracting entrepreneurial talent
- Some catching up to do on the basics
- Good assets to build on
- Will require political consensus and will
- Have to be in for the long haul

Recommendations

1. Initiate a Business Development Network
2. Expand the Green Business Partnership
3. Establish a Clean Tech Support Infrastructure
4. Launch a Green Energy/Resource Recovery Park
5. Innovate Eco-Smart Development in the EEZ and Elsewhere
6. Organize a Green Talent Response System
7. Formulate a Communications Strategy

Planning for Sustainable Economic Development Across the Americas schedule

07th June | Tuesday

08h30 | Registration

09h00 | Opening and Welcome

Cid Blanco Junior, Cultural Infrastructure Director, Ministry of Culture

Stewart Sarkozy-Banoczy, Department of Housing and Urban Development
Washington, DC, USA

W. Paul Farmer, American Planning Association – Washington, DC, USA

Luciano Ducci, Mayor of Curitiba

Edson Ramon, President, Associação Comercial do Paraná (ACP) – Curitiba, Brazil

Eduardo Guy de Manuel, President of the Regional Council on Administration, Amcham Curitiba

Odono Fortes Martins, Coordinating Vice-President of Concex-RI, ACP – Curitiba, Brazil

10h00 | Coffee Break

10h30 | Keynote Speaker: A Vision for Urban Sustainability

Jaime Lerner, Urban Planner

11h30 | Sustainable Economic Development: An Overview

Panelists

Marc Weiss, Global Urban Development – Washington DC, USA

Emilia Queiroga Barros, President, Brazil 2020 Agenda -- Lauro de Freitas, Bahia, Brazil

Moderator: **Eduardo Guimarães**, Municipal Secretary for International Relations and Ceremonies – Curitiba, Brazil

14h30 | Case Studies: Planning for Sustainable Economic Development in the Americas – Part 1

Panelists

Rob Bennett, Executive Director, Portland Sustainability Institute – Oregon, USA

Stephanie McLellan, Clean Energy Economy Policy Advisor, Office of the Secretary,
Department of Natural Resources and Environmental Control, State of Delaware – Dover,
Delaware, USA

Gil Polidoro, President, Coordenação da Região Metropolitana de Curitiba (Comec)

Moderator: **W. Paul Farmer**, CEO, American Planning Association

16h00 | Coffee Break

16h30 | Case Studies: Planning for Sustainable Economic Development in the Americas – Part 2

Panelists

Larry Zinn, Chairman, San Antonio Green Jobs Leadership Council – San Antonio, Texas, USA

Paul Krutko, President and CEO, SPARK, (former Chief Development Officer of the City of San Jose, and current Secretary-Treasurer of the International Economic Development Council) – Ann Arbor, Michigan, USA

Ken Heatherington, Executive Director, Southwest Florida Regional Planning Council
Fort Myers, Florida, USA

Moderator: **Rodrigo Rocha Loures**, President, Industrial Federation for the State of Parana (FIEP) – Curitiba, Brazil

18h00 | Cocktail Reception

Energy and Climate
Partnership of the
Americas (ECPA)

International
Conference on
Sustainable
Economic
Development

Curitiba, Brazil
June 7-8, 2011

Rio Grande do Sul Leapfrog Economic Strategy: Most Sustainable and Innovative Place in Latin America by 2030



Sustainable Innovation Zones Combine 6 Key Elements:

- **Innovation and Technology**
- **Entrepreneurship and Startups**
- **Sustainability and Resource Efficiency**
- **Creativity and Collaboration**
- **Participatory Community Management**
- **Business-Friendly Environment**

Sustainable Innovation Zones as Innovation Ecosystems

4 Distinctions:

- Focus on Sustainability and Resource Efficiency
- Emphasizes Community as Place-Based Experiment
- Adds Sustainability/Social Entrepreneurs and Innovators
- Grassroots Citizen-University-Private Sector Movement

Map of ZISPOA



OBJETIVOS **zisp**oa

TORNAR-SE O LUGAR MAIS INOVADOR E SUSTENTÁVEL
DA AMÉRICA LATINA ATÉ 2025



CONEXÃO
DIGITAL



ENERGIA
SOLAR



EFICIÊNCIA
ENERGÉTICA



TECNOLOGIAS
RENOVÁVEIS



BIKE-FRIENDLY



Paralelo Vivo Sustainable Innovation Hub in ZISPOA, December 15, 2015



Porto Alegre Climate March in ZISPOA, November 28, 2015



Espaço Floresta: ZISPOA-DMLU Community Garden and Composting Center, July 1, 2016



**Solar Tree at the ZISPOA World Environment Day Festival,
Vila Flores, June 5, 2016**



Promoting Electric Car Sharing at the ZISPOA World Environment Day Festival, Vila Flores, June 5, 2016



**Sweden-Brazil Innovation Week,
Porto Alegre,
October 20-21, 2016**

**“Sustainable Urban Development:
Sustainable Mobility, Green Energy, and
Circular Economy”**





**ZISPOA Solar-Powered Electric Vehicle Charging Station,
Sweden-Brazil Innovation Week, October 20, 2016**



ZISPOA Bike-Friendly Festival, October 1, 2017
Sweden-Brazil Innovation Week



ZISPOA Bike-Friendly Festival, October 1, 2017
Sweden-Brazil Innovation Week



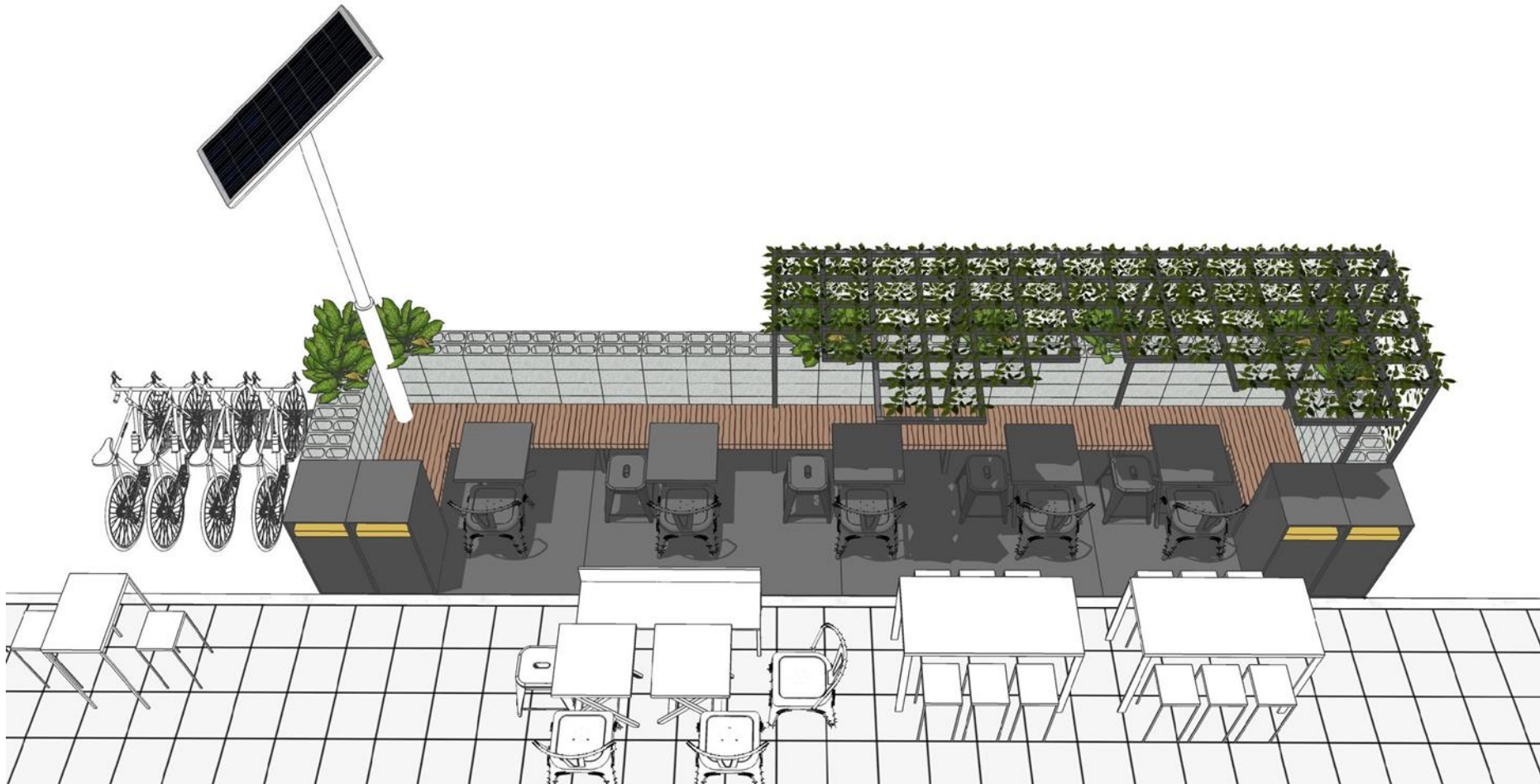
Engineering students from the Federal University of Rio Grande do Sul (UFRGS) conduct research on sustainable management improvements for the Vila Velô bike shop in ZISPOA



ZISProf (ZISPOA Faculty Advisers)



ZISPOA Solar Post at UFRGS School of Management



ZISPOA Sustainable Parklet and Paraciclo



ZISPOA Sustainable Parklet
UN-Habitat Urban Thinkers Campus, December 14-19, 2019



UN-Habitat Urban Thinkers Campus, ZISPOA, November 10-12, 2017



Santo Angelo Creative and Sustainable Innovation Zone (ZISSAN)
Rio Grande do Sul, Brazil



Panama City Sustainable Innovation Zone (ACTA), Panama



**Penrith Sustainable Innovation Community (PSIC)
near Western Sydney University,
New South Wales, Australia**



The screenshot shows the homepage of the Global Urban Development (GUD) website. The header features the GUD logo and navigation links: Home, Who We Are, Projects, and Donate. Below the header is a large green banner with a hexagonal pattern containing various icons representing sustainability, innovation, and urban development. The banner text reads: "METROPOLITAN ECONOMIC STRATEGY, SUSTAINABLE INNOVATION, AND INCLUSIVE PROSPERITY" and "A LONG JOURNEY BEGINS WITH A SINGLE STEP".

Below the banner are three main content sections:

- SUSTAINABLE INNOVATION ZONES Porto Alegre:** This section features the ZISPOA logo and a description of the Porto Alegre Sustainable Innovation Zone (ZISPOA) as the first major implementation step of GUD's World Bank-funded 2015 Leapfrog Economic Strategy for the City of Porto Alegre and the State of Rio Grande do Sul (RS) to become the most Sustainable and Innovative places in Latin America by 2030. It includes a ZISPOA button.
- SUSTAINABLE INNOVATION ZONES Santo Angelo and Panama City:** This section features the ZISSAN and ACTA logos. It states that currently two more have recently been launched: 1) ZISSAN in Santo Angelo, a smaller Brazilian city in Rio Grande do Sul; and 2) ACTA in Panama City, Panama. It includes buttons for ZISSAN and ACTA, and a list of cities: London, New York City, and Western Sydney. A description mentions GUD's work to help organize in other cities, including London (UK), New York City (US), and Western Sydney (Australia).
- LATEST EVENT VIDEOS:** This section includes a "Click images to go to video" prompt and two video thumbnails. The first video is titled "GUD WEBSITE GO ZOOM" and "INSIDE ZISPOA: The Porto Alegre Sustainable Innovation Zone, 2015-2020". The second video is titled "COVID-19 28 JULY 2020" and "URBAN THINKERS CAMPUS".

At the bottom of the page, there is a copyright notice: "© 2021 by Global Urban Development" and social media icons for Facebook and Twitter.

new GUD website: www.globalurban.net



Wheaton, Maryland Sustainable Innovation Zone

Economic Development Through
Green Savings • Green Opportunities • Green Talent • Green Places

THANKS

marcweiss@globalurban.org